

**REMARKS/ARGUMENTS**

In response to the Notice of Allowance dated March 4, 2008, Applicants have amended the claims and specification and provide the following remarks. Claims 1 and 25 have been amended. Claims 80-85 have been added. No new matter has been added. Claims 1-14, 25-37 and 80-85 remain pending upon entry of the present amendment.

***Allowance***

Applicants note with appreciation the Examiner's notification of allowability of claims 1-14 and 25-37.

***Amendments to the Specification***

Applicants have amended portions of prior-filed U.S. Provisional Application No. 60/303,157 ("157 application"), to which the present application claims priority and which was incorporated by reference, into the present application for clarity. The incorporated portions are completely contained in the '157 application. Applicants submit that the amended portions were inadvertently omitted at the time of filing.

Support for the amendments may be found throughout the specification of the '157 application. For example, computer program products, methods and systems for controlling the distribution of digital assets in a mobile environment is described at least at p. 1, ll. 1-5, p. 12, line 30 - p. 13, line 5, p. 116, ll. 10-16. The inclusion of computer readable media and program code is further supported at least at pp. 151-152, embodiment 73, pp. 155-156, embodiment 77, pp. 165-166, embodiment 89 and p. 169, embodiment 93.

***New Claims***

Claims 80-85 have been added. No new matter has been added. Claim 80 recites features similar to those recited in claim 1 and is thus allowable for at least the same reasons as claim 1. Claims 81-85 are dependent on claim 1 and are thus allowable for at least the same reasons as claim 80.

**CONCLUSION**

Applicants respectfully submit that the instant application is in condition for allowance, and respectfully solicit prompt notification of the same. However, if for any reason the Examiner believes the application is not in condition for allowance or there are any questions, the examiner is requested to contact the undersigned at (202) 824-3156.

Respectfully submitted,  
**BANNER & WITCOFF, LTD.**

Dated this 4<sup>th</sup> day of June, 2008

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